

**DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I declare that:

My residence, post office address and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural inventors are named below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: **SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH ADVERTISERS AND BROADCASTERS** the specification of which X is attached hereto or \_\_\_ was filed on \_\_\_ as Application No. \_\_\_ and was amended on \_\_\_ (if applicable).

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56. I claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

**Prior Foreign Application(s)**

Country	Application No.	Date of Filing	Priority Claimed Under 35 USC 119
			Yes ___ No ___
			Yes ___ No ___

I hereby claim the benefit under Title 35, United States Code §119(e) of any United States provisional application(s) listed below:

Application No.	Filing Date
60/022,826	July 26, 1996
60/015,648	April 19, 1996

I claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application No.	Date of Filing	Status
08/537,650	October 2, 1995	___ Patented <u>X</u> Pending ___ Abandoned
		___ Patented ___ Pending ___ Abandoned


**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

John T. Raffle, Reg. No. 38,585  
 Charles E. Krueger, Reg. No. 30,077  
 Alice L. Wong, Reg. No. 39,449

Send Correspondence to: <b>John T. Raffle</b> <b>TOWNSEND and TOWNSEND and CREW LLP</b> <b>Two Embarcadero Center, 8th Floor</b> <b>San Francisco, CA 94111-3834</b>	Direct Telephone Calls to: (Name, Reg. No., Telephone No.)  <b>Name: John T. Raffle</b> <b>Reg. No.: 38,585</b> <b>Telephone: (415) 326-2400</b>
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Full Name of Inventor 1	Last Name <b>SCHEIN</b>	First Name <b>STEVEN</b>	Middle Name or Initial <b>M.</b>	
Residence & Citizenship	City <b>Menlo Park</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>1326 Hoover Street #10</b>	City <b>Menlo Park</b>	State/Country <b>California</b>	Zip Code <b>94536</b>
Full Name of Inventor 2	Last Name <b>O'BRIEN</b>	First Name <b>SEAN</b>	Middle Name or Initial <b>A.</b>	
Residence & Citizenship	City <b>San Jose</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>2939 Richland Avenue</b>	City <b>San Jose</b>	State/Country <b>California</b>	Zip Code <b>95125</b>
Full Name of Inventor 3	Last Name <b>LEFTWICH</b>	First Name <b>JAMES</b>	Middle Name or Initial <b>JAY</b>	
Residence & Citizenship	City <b>Palo Alto</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>131 Hawthorne Avenue, #F</b>	City <b>Palo Alto</b>	State/Country <b>California</b>	Zip Code <b>94301</b>
Full Name of Inventor 4	Last Name <b>BROUGHTON</b>	First Name <b>SUSAN</b>	Middle Name or Initial	
Residence & Citizenship	City <b>Tracy</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>1260 Claremont Court</b>	City <b>Tracy</b>	State/Country <b>California</b>	Zip Code <b>95376</b>

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

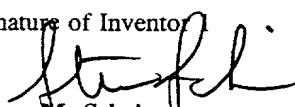
Signature of Inventor 1	Signature of Inventor 2	Signature of Inventor 3
<b>Steven M. Schein</b>	 <b>Sean A. O'Brien</b>	<b>James Jay Leftwich</b>
Date	Date <b>4/9/97</b>	Date
Signature of Inventor 4		
<b>Susan Broughton</b>		
Date		

DEC-6-MRG 8/96

Send Correspondence to: <b>John T. Raffle</b> <b>TOWNSEND and TOWNSEND and CREW LLP</b> <b>Two Embarcadero Center, 8th Floor</b> <b>San Francisco, CA 94111-3834</b>	Direct Telephone Calls to: (Name, Reg. No., Telephone No.)  <b>Name: John T. Raffle</b> <b>Reg. No.: 38,585</b> <b>Telephone: (415) 326-2400</b>
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Full Name of Inventor 1	Last Name <b>SCHEIN</b>	First Name <b>STEVEN</b>	Middle Name or Initial <b>M.</b>	
Residence & Citizenship	City <b>Menlo Park</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>1326 Hoover Street #10</b>	City <b>Menlo Park</b>	State/Country <b>California</b>	Zip Code <b>94536</b>
Full Name of Inventor 2	Last Name <b>O'BRIEN</b>	First Name <b>SEAN</b>	Middle Name or Initial <b>A.</b>	
Residence & Citizenship	City <b>Pleasanton</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>4561 Sutter Gate Avenue</b>	City <b>Pleasanton</b>	State/Country <b>California</b>	Zip Code <b>94566</b>
Full Name of Inventor 3	Last Name <b>LEFTWICH</b>	First Name <b>JAMES</b>	Middle Name or Initial <b>JAY</b>	
Residence & Citizenship	City <b>Palo Alto</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>131 Hawthorne Avenue, #F</b>	City <b>Palo Alto</b>	State/Country <b>California</b>	Zip Code <b>94301</b>
Full Name of Inventor 4	Last Name <b>BROUGHTON</b>	First Name <b>SUSAN</b>	Middle Name or Initial	
Residence & Citizenship	City <b>Tracy</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
Post Office Address	Post Office Address <b>1260 Claremont Court</b>	City <b>Tracy</b>	State/Country <b>California</b>	Zip Code <b>95376</b>

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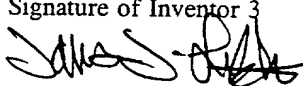
Signature of Inventor 1  <b>Steven M. Schein</b>	Signature of Inventor 2 <b>Sean A. O'Brien</b>	Signature of Inventor 3 <b>James Jay Leftwich</b>
Date <b>4/4/97</b>	Date	Date
Signature of Inventor 4 <b>Susan Broughton</b>		
Date		

DEC-6.MRG 3/96

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Full Name of Inventor 1	Last Name <b>SCHEIN</b>	First Name <b>STEVEN</b>	Middle Name or Initial <b>M.</b>	
Residence & Citizenship	City <b>Menlo Park</b>	State/Foreign Country <b>California</b>	Country of Citizenship <b>United States of America</b>	
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Full Name of Inventor 2	Last Name <b>O'BRIEN</b>	First Name <b>SEAN</b>	Middle Name or Initial <b>A.</b>	
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Full Name of Inventor 3	Last Name <b>LEFTWICH</b>	First Name <b>JAMES</b>	Middle Name or Initial <b>JAY</b>	
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Signature of Inventor 1  <b>Steven M. Schein</b>	Signature of Inventor 2  <b>Sean A. O'Brien</b>	Signature of Inventor 3   <b>James Jay Leftwich</b>
Date	Date	Date
Signature of Inventor 4  <b>Susan Broughton</b>		
Date		

DEC-6-MRG 8/96

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<b>Steven M. Schein</b>	<b>Sean A. O'Brien</b>	<b>James Jay Leftwich</b>
Date	Date	Date
Signature of Inventor 4		
<i>Susan Broughton</i> <b>Susan Broughton</b>		
Date <b>3-14-97</b>		

DEC-6.MRG 8/96

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Steven M. Schein, et al.  
 Application No. : 08/837,078  
 Filed : April 11, 1997  
 Title : SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH  
 ADVERTISERS AND BROADCASTERS

Grp./Div. : 2602  
 Examiner : Unknown

Docket No. : 32536/LTR

## SUBSTITUTION OF ATTORNEY BY ASSIGNEE

Commissioner of Patents and Trademarks  
 Washington, D.C. 20231

Commissioner:

StarSight Telecast Incorporated, assignee of the entire interest in and to the above-identified U.S. patent application, hereby revokes all previous Powers of Attorney and appoints:

R. W. Johnston	(17,968)	Vincent G. Gioia	(19,959)	Syed A. Hasan	(41,057)
D. Bruce Prout	(20,958)	Edward R. Schwartz	(31,135)	Hazim H. Ansari	(40,896)
Hayden A. Carney	(22,653)	John D. Carpenter	(34,133)	Samir B. Armaly	(40,898)
Richard J. Ward, Jr.	(24,187)	David A. Plumley	(37,208)	Robert D. Rowlett	(41,279)
Russell R. Palmer, Jr.	(22,994)	Wesley W. Monroe	(39,778)	Kathleen M. Oister	(42,052)
LeRoy T. Rahn	(20,356)	Grant T. Langton	(39,739)	Daniel M. Cavanagh	(41,661)
Richard D. Seibel	(22,134)	Constantine Marantidis	(39,759)	Molly A. Holman	(40,022)
Walter G. Maxwell	(25,355)	John W. Eldredge	(37,613)	Lucinda Grace Auciello	(42,270)
William P. Christie	(29,371)	Yar R. Chaikovsky	(39,625)		
David A. Dillard	(30,831)	Gregory S. Lampert	(35,581)		
Thomas J. Daly	(32,213)	Craig A. Gelfound	(41,032)		

all members or associates of or of counsel to the firm CHRISTIE, PARKER & HALE, LLP, telephone (626) 795-9900, as principal attorneys with power to appoint associate attorneys, to prosecute this application and any subsequent application based on the disclosure of this application, and to transact all business in the Patent and Trademark Office connected with this application and any subsequent application.

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

Application No. 08/837,078

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068,  
Pasadena, California 91109-7068.

STARSIGHT TELECAST INCORPORATED

Date 06/17/98

By Jonathan B. Orlick  
Jonathan B. Orlick  
VP Intellectual Property & Licensing

LTR/cg  
CLG PAS137468.1-6/10/98 11:02 am